Our Kids Count

In our community, we believe every person counts. And we believe every person should get their fair share — especially little kids.

A big way our community gets money for child and family programs is by participating in the U.S. Census. The state and federal government uses census information to fund programs like child care, free and low-cost school lunches, and Medi-Cal.

Here are just a few reasons why your participation in the census matters:

When you and your kids are part of the census count, the community receives its fair share of money for important programs like Medi-Cal, WIC, Head Start, the National School Lunch Program, CHIP, and child care.

California receives more than $115 billion every year based on census data. We must count everyone so we don’t lose these resources.

The number of people California has in Congress is based on the census count.

Here is how it works:

(1) In March 2020, you will get a census reminder in the mail.

(2) Complete the census form online, or over the phone.

(3) Request a paper form, or wait to receive a paper form in the mail, if you prefer to respond that way. Please complete by end of April to avoid a home visit from a census official.

About one million kids under age 5 in the United States were not counted in the last census.

Please be counted so your community gets the funding and services it deserves.

For information and assistance, call NALEO Educational Fund’s toll-free bilingual hotline: 1-877-EL-CENSO (352-3676).
Your answers to the census are 100% confidential and are not shared with anyone. Please fill out your census form in 2020!